

## Departmental Short-Term and Long-Term Strategic Issues

Department: Public Information

FY2007

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**Short-Term Issues:** List critical issues facing the department now and through the next couple fiscal years.

- Expand resources and tools to interact with county departments in order to learn about issues and upcoming meetings that need to be publicized via county website, media and RVTV.
- Providing department managers with the skills necessary for crisis management, public speaking and media interviews.

**Long-Term Issues:** List major issues or trends that may confront the department beyond the next couple fiscal years.

- Providing training for staff in recognizing issues that need to be conveyed to the public.
- Providing training for staff in posting timely and informative information to the county Internet.